

In the can at Chatham Brewing

CHS grad films commercial

CHATHAM — The crew at Chatham Brewing started canning last month after installing new machinery.

The canning process is much quicker than bottling and with a team of four their canning machine can produce 26 cans a minute, according to co-owner Tom Crowell.

“When you look west, all of the production is going to cans out there,” he said.

After a first run of 3,000 cans of their Oktoberfest brew, the brewery has started canning Farmer’s Daughter, a pale ale, and 8 Barrel, an imperial India pale ale. (See video of the canning process linked to this story.)

The brewery is also rapidly expanding its distribution to bars, restaurants and beverage stores and attempting to get picked up by major grocery stores like Price Chopper and Whole Foods.

To expand their location on Main Street, they’ve added an outdoor food cart that serves hamburgers and brats supplied by farms in Kinderhook and Ghent. The brewery plans to keep the food cart open all winter, 4-8 p.m. Fridays, 11 a.m. to 8 p.m. Saturdays and noon to 6 p.m. Sundays.

Crowell added that their team has been working on brewing some holiday flavors for Christmastime as well as a doppelbock beer, a German-style lager. Oktoberfest is available in four-packs of 16-ounce cans for \$8 this month, with more flavors to follow.

Also, a Chatham Brewing commercial is in the can.

The brewery hired 2000 Chatham High School graduate Kevin Pastor, creative director at Untitled Productions in Hudson, to shoot a commercial for them. They wrapped up filming on Monday.

On Saturday, the brewery called for extras via a post on their Facebook page; the first 10 to comment would be contacted. The commercial featured mostly locals — in front of and behind the camera — including the lead, Zach Calhoun, another Chatham graduate. The band in the commercial wrote a song specifically for the commercial.

The brewery’s Facebook page states: “Keep your eyes peeled for the premiere on our website.”

The production company worked with the brewery earlier this year filming a short, which can be seen on the website, www.chathambrewing.com.

Chatham Brewing is celebrating their eighth anniversary, so they will be hosting an open house 9 a.m. to 11 p.m. Nov. 29, with tours, canning demonstrations, a pig roast, mystery beer premiere and specials.

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